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ORDER

Print Date 08/06/12

Page 1 of 4

Flight Dates 07/26/12-08/02/12

Contract / Revision 305781 /

Original Date / Revision
07/25/12 07/31/12

Advertiser Obama / Democrat / Preside

Agency GMMB Inc

Buying Contact

1010 Wisconsin Avenue - Suite #80
Washington, DC 20007

Product

Candidate. Obama for America

Agency Com 15%

Billing Contact

1010 Wisconsin Avenue - Suite #80
Washington, DC 20007

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # 1507 Sked B

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive

Daniel Baylog

Account Executive Order% Start Date End Date

Daniel Baylog 100%

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
July 2012	42	\$22,520.75	\$26,495.00	0.00	06/25/12	07/29/12	42	\$22,520.75	\$26,495.00
August 2012	50	\$32,006.75	\$37,655.00	0.00	07/30/12	08/02/12	50	\$32,006.75	\$37,655.00
Totals	92	\$54,527.50	\$64,150.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WCPO	07/26/12	08/02/12	M-F GMTS 5-6a M-F GMTS 5-6a	CM	5-6a	MTWTF--	:30	5	\$200.00	P-3	0.00	NM	6	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/25/12	07/31/12	MT- TF--					5	\$200.00		0.00			
		Week: 08/01/12	08/07/12	-- WT---					1	\$200.00		0.00			
N 2	WCPO	07/26/12	07/31/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MT- TF--	:30	5	\$400.00	P-3	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/25/12	07/31/12	MT- TF--					5	\$400.00		0.00			
N 3	WCPO	07/26/12	08/02/12		CM	7-9a	MTWTF--	:30	6	\$800.00	P-1	0.00	NM	7	\$5,600.00



WCPO

Print Date: 08/06/12

Page 2 of 4

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Contract / Revision 305781 Flight Dates 07/26/12-08/02/12

Hiatus Dates

Original Date / Revision 07/25/12/ 07/31/12

Order Sep 00:20:00

Advertiser Obama / Democrat / Presid Product Candidate. Obama for Amer Estimate # 1507 Sked B

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F GMA 7-9am											
				M-F GMA 7-9am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/25/12	07/31/12	MT- TF--					6	\$800.00		0.00			
		Week: 08/01/12	08/07/12	-- WT---					1	\$800.00		0.00			
N 4	WCPO	07/28/12	07/28/12	SA GMA 7-8a	CM	7-8a	-----S-	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
				SA GMA 7-8a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/25/12	07/31/12	-----S-					1	\$400.00		0.00			
N 5	WCPO	07/28/12	07/28/12	SA GMTS 8-9a	CM	8-9a	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
				SA GMTS 8-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/25/12	07/31/12	-----S-					1	\$500.00		0.00			
N 6	WCPO	07/29/12	07/29/12	SU GMA 7-8a	CM	7-8a	-----S	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
				SU GMA 7-8a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/25/12	07/31/12	-----S					1	\$400.00		0.00			
N 7	WCPO	07/29/12	07/29/12	SA-SU GMTS 8-9a	CM	8-9a	-----S	:30	1	\$450.00	P-1	0.00	NM	1	\$450.00
				SA-SU GMTS 8-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/25/12	07/31/12	-----S					1	\$450.00		0.00			
N 8	WCPO	07/29/12	07/29/12	SU 9-10a	CM	9-10a	-----S	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
				SU9-10a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/25/12	07/31/12	-----S					1	\$1,000.00		0.00			
N 9	WCPO	07/26/12	08/02/12	M-F 9-10a	CM	M-F 9-10a	MTWTF--	:30	4	\$260.00	P-3	0.00	NM	5	\$1,300.00
				Live with Regis and Kelly											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/25/12	07/31/12	MT- TF--					4	\$260.00		0.00			
		Week: 08/01/12	08/07/12	-- WT---					1	\$260.00		0.00			
N 10	WCPO	07/26/12	08/02/12	M-F 10-11a Right This Morn	CM	10-11a	MTWTF--	:30	2	\$250.00	P-3	0.00	NM	3	\$750.00
				M-F 10-11a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/25/12	07/31/12	MT- TF--					2	\$250.00		0.00			
		Week: 08/01/12	08/07/12	-- WT---					1	\$250.00		0.00			
N 11	WCPO	07/26/12	07/31/12	M-F 11a-12p	CM	11a-12p	MT- TF--	:30	3	\$500.00	P-1	0.00	NM	3	\$1,500.00
				M-F 11a-12p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/25/12	07/31/12	MT- TF--					3	\$500.00		0.00			
N 12	WCPO	07/26/12	08/02/12	M-F 12-1p News	CM	12-1p	MTWTF--	:30	2	\$350.00	P-3	0.00	NM	3	\$1,050.00
				M-F 12-1p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/25/12	07/31/12	MT- TF--					2	\$350.00		0.00			
		Week: 08/01/12	08/07/12	-- WT---					1	\$350.00		0.00			
N 13	WCPO	07/26/12	07/31/12	M-F 1-4p Rotation	CM	1258-4p	MT- TF--	:30	3	\$400.00	P-1	0.00	NM	3	\$1,200.00
				M-F 1-4p Rotation		(1:00 PM-3:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/25/12	07/31/12	MT- TF--					3	\$400.00		0.00			
N 14	WCPO	07/26/12	08/02/12	M-F 3-4p	CM	3-4p	MTWTF--	:30	2	\$550.00	P-1	0.00	NM	3	\$1,650.00
				M-F 3-4p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/25/12	07/31/12	MT- TF--					2	\$550.00		0.00			



WCPO

Print Date: 08/06/12

Page 3 of 4

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Contract / Revision 305781 Flight Dates 07/26/12-08/02/12

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Order Sep 00:20:00

Advertiser Obama / Democrat / Presid Product Candidate. Obama for Amer Estimate # 1507 Sked B

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 14	WCPO	07/26/12	08/02/12	M-F 3-4p M-F 3-4p	CM	3-4p	MTWTF--	:30	2	\$550.00	P-1	0.00	NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/01/12	08/07/12	--WT---	1		\$550.00		0.00						
N 15	WCPO	07/26/12	07/31/12	M-F 4-5p Ellen M-F 4-5p Ellen	CM	358-5p	MT--TF--	:30	3	\$500.00	P-3	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/25/12	07/31/12	MT--TF--	3		\$500.00		0.00						
N 16	WCPO	07/26/12	08/02/12	M-F 5-530p News M-F 5-530p News	CM	5-530p	MTWTF--	:30	4	\$600.00	P-3	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/25/12	07/31/12	MT--TF--	4		\$600.00		0.00						
Week:		08/01/12	08/07/12	--WT---	1		\$600.00		0.00						
N 17	WCPO	07/26/12	08/02/12	M-F 530-6p News M-F 530-6p News	CM	528-6p	MTWTF--	:30	4	\$750.00	P-2	0.00	NM	6	\$4,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/25/12	07/31/12	MT--TF--	4		\$750.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
4	WCPO	07/25/12-07/31/12		M-F 530-6p News	528-6p		MT--ThF----	:30	(\$750.00)		0.00	NM			
See MG 17.6, 17.7 [Weather Coverage]															
6	WCPO	08/01/12-08/02/12		M-F 530-6p News	528-6p		---Th-----	:30	\$750.00		0.00	NM			
Ⓜ MG for 18.3, 17.4															
7	WCPO	08/01/12-08/02/12		M-F 6-630p News	558-630p		---Th-----	:30	\$850.00		0.00	NM			
Ⓜ MG for 18.3, 17.4															
Week:		08/01/12	08/07/12	--WT---	1		\$750.00		0.00						
N 18	WCPO	07/26/12	08/02/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	MTWTF--	:30	4	\$850.00	P-2	0.00	NM	4	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/25/12	07/31/12	MT--TF--	4		\$850.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
3	WCPO	07/25/12-07/31/12		M-F 6-630p News	558-630p		MT--ThF----	:30	(\$850.00)		0.00	NM			
See MG 17.6, 17.7 [Weather Coverage]															
Week:		08/01/12	08/07/12	--WT---	1		\$850.00		0.00						
N 19	WCPO	07/29/12	07/29/12	SU 6-7p News SU 6-7p News	CM	558-7p (6:00 PM-6:30 PM)	-----S	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/25/12	07/31/12	-----S	1		\$700.00		0.00						
N 20	WCPO	07/26/12	08/02/12	M-F 7-730p Wheel of Fortune	CM	M-F 7-730p	MTWTF--	:30	4	\$1,600.00	P-1	0.00	NM	5	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/25/12	07/31/12	MT--TF--	4		\$1,600.00		0.00						
Week:		08/01/12	08/07/12	--WT---	1		\$1,600.00		0.00						
N 21	WCPO	07/26/12	08/02/12	M-F 730-8p Jeopardy	CM	M-F 730-8p	MTWTF--	:30	4	\$1,600.00	P-1	0.00	NM	5	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/25/12	07/31/12	MT--TF--	4		\$1,600.00		0.00						
Week:		08/01/12	08/07/12	--WT---	1		\$1,600.00		0.00						
N 22	WCPO	07/28/12	07/28/12	SA 7-730p SA7-730P	CM	658-730p	-----S-	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						



WCPO

Print Date: 08/06/12

Page 4 of 4

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Advertiser Obama / Democrat / Presid Product Candidate. Obama for Amer Estimate # 1507 Sked B

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N22	WCPO	07/28/12	07/28/12	SA 7-730p SA7-730P	CM	658-730p	-----S-	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/25/12	07/31/12	-----S-					1	\$600.00		0.00			
N23	WCPO	07/28/12	07/28/12	SA 730-8p SA730-8P	CM	730-758p	-----S-	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/25/12	07/31/12	-----S-					1	\$600.00		0.00			
N24	WCPO	07/26/12	08/02/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	MTWTFSS	:30	5	\$900.00	P-2	0.00	NM	6	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/25/12	07/31/12	MT--TF--					5	\$900.00		0.00			
Week:		08/01/12	08/07/12	--WT---					1	\$900.00		0.00			
N25	WCPO	07/26/12	07/31/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1202a	MT--TF--	:30	3	\$400.00	P-2	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/25/12	07/31/12	MT--TF--					3	\$400.00		0.00			
N26	WCPO	07/26/12	08/02/12	M-F 1202-107a Jimmy Ki M-F 1202-107a Jimmy Ki	CM	1202-107a	MTWTF--	:30	2	\$200.00	P-2	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/25/12	07/31/12	MT--TF--					2	\$200.00		0.00			
Week:		08/01/12	08/07/12	--WT---					1	\$200.00		0.00			
N27	WCPO	07/26/12	07/31/12	M-F 106-206a Frasier M-F 106-206a Frasier	CM	106-206a	MT--TF--	:30	2	\$125.00	P-1	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/25/12	07/31/12	MT--TF--					2	\$125.00		0.00			
N28	WCPO	07/29/12	07/29/12	SU 1135p-1235a Su Sports of all Sorts	CM	SU 1135p-1235a	-----S	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/25/12	07/31/12	-----S					1	\$300.00		0.00			
N29	WCPO	07/30/12	07/30/12	8-10pm Bachelor/Bachelor Pad Bachelor Pad	CM	8-10p	M-----	:30	1	\$3,200.00	P-8	0.00	NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/25/12	07/31/12	M-----					1	\$3,200.00		0.00			
N30	WCPO	07/31/12	07/31/12	Tuesday Prime C NY Med	CM	10-11p	-T-----	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/25/12	07/31/12	-T-----					1	\$2,000.00		0.00			
N31	WCPO	07/27/12	07/27/12	Friday Prime C 20/20	CM	10-11p	----F--	:30	1	\$1,800.00	P-8	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/25/12	07/31/12	----F--					1	\$1,800.00		0.00			
Totals													92	\$64,150.00	